



Updated 7-23-10

## TIME & ACTION CALENDAR – CITY OF ROCKVILLE PLACE BRANDING STRATEGY PROJECT

Note: Original 150 day timing no longer applies due to client-initiated delays

Task	Details	Responsibility	Timing
<b>Kick-off Meeting</b>	ROI/CRC meets with ML Berg/the City representatives to review goals, objectives and expectations, final scope of work, deliverables, proposed schedule, available/required research data etc.	D. Nellis (ROI) C. Timko (CRC) ML Berg (Rockville)	Day 1 – Held 3/5/10
<b>Research/Analysis</b>	Collecting/analyzing relevant data (from the Citizen Survey, perception studies, other primary/secondary research (all detailed in RFP response).		
	<ul style="list-style-type: none"> <li>Audit/review of past/current plans, strategies and market position</li> </ul>	Nellis/Timko	Day 2-11 - Completed
Task	Details	Responsibility	Timing (within Days 1-150)

- |   |                      |                                |
|---|----------------------|--------------------------------|
| <ul style="list-style-type: none"> <li>• Demographic/psychographic marketplace analysis               <ul style="list-style-type: none"> <li>○ Includes ESRI Tapestry Analysis</li> </ul> </li> </ul>     | Nellis/Timko         | Days 2-22 - <b>Completed</b>   |
| <ul style="list-style-type: none"> <li>• Communication audit (past/current marketing/PR materials review; on- and offline)</li> </ul>   | Nellis/Timko/ML Berg | Days 2-22 - <b>Completed</b>   |
| <ul style="list-style-type: none"> <li>• Define the audience (Key stakeholders and audiences to be targeted by the brand)</li> </ul>  | Nellis/Timko         | Days 2-22 – <b>Completed</b>   |
| <ul style="list-style-type: none"> <li>• Development of online citizen brand perceptions survey               <ul style="list-style-type: none"> <li>○ Online survey analysis</li> </ul> </li> </ul>      | Nellis/Timko         | Days 2- 29 - <b>Completed</b>  |
|   | Nellis/Timko/Berg    | TBD                            |
| <ul style="list-style-type: none"> <li>• A media and industry audit will be completed to ascertain the level of market awareness of Rockville in targeted local and national industry segments</li> </ul> | Nellis/Timko         | Days 2 – 29 - <b>Completed</b> |
| <ul style="list-style-type: none"> <li>• Comparative analysis, comparing Rockville to similar, competitive markets (10 competing regional and East Coast markets).</li> </ul>                             | Nellis/Timko         | Days 2 – 36 - <b>Completed</b> |

Task	Details	Responsibility	Timing (within Days 1-150)
<b>Day One Session</b>			<b>All Day One Activities Completed</b>
	• Develop Day One questionnaire	Nellis/Timko	Days 2-10
	• Determine Day One session date/invitees	Nellis/Timko/Berg	Days 2-10
	• Questionnaire review	ML Berg	Days 10-12
	• Questionnaire revisions	ML Berg	Days 12-12
	• Issue Day One invitations/ distribute questionnaires	ML Berg	Day 13
	• Invitees return questionnaires to ROI	ML Berg	By Day 20
	• Day One session held	All	Day 27
	• Day One session report	Nellis/Timko	By Day 34
	• Revisions/input	ML Berg	By Day 36

Task	Details	Responsibility	Timing (within Days 1-150)
<b>Developing Strategic Brand Positioning</b>	<ul style="list-style-type: none"> <li>• Pull down, collate online, citizen branding survey results</li> </ul>	Nellis	<b>Completed</b>
	<ul style="list-style-type: none"> <li>• Develop strategic brand positioning document; submit to ML Berg for review/comment</li> </ul>	Nellis/Timko	Working
	<ul style="list-style-type: none"> <li>• Comments received from ML Berg</li> </ul>		By Day 61
	<ul style="list-style-type: none"> <li>• Deliver final strategic brand positioning doc</li> </ul>	Nellis/Timko	By Day 65
<b>Creative Development</b>	<ul style="list-style-type: none"> <li>• Develop creative work plan (In addition to logo/ theme line alts., develop list of target media (e.g., print, radio, web, direct mail, collateral) to be thematically developed.</li> </ul>	Nellis/Timko/Berg	By Day 60
	<ul style="list-style-type: none"> <li>• Develop primary/secondary messaging/images/ draft ad formats, etc.</li> </ul>	Nellis/Timko	Days 60 – 90
	<ul style="list-style-type: none"> <li>• Submit drafts to ML Berg for “winnowing out” process; work with the client meet to select</li> </ul>	Nellis/Timko/Berg	Days 60 - 110

Task	Details	Responsibility	Timing (within Days 1-150)
<b>Creative Dev. (cont.)</b>			
	<ul style="list-style-type: none"> <li>Community input - Testing of “final contender” creative executions (the following are TBD)               <ul style="list-style-type: none"> <li>“Town Hall” meeting(s - where the various “finalist” presentations are presented and discussed for citizen comment; all will be posted online prior to the meeting(s)</li> <li>Off- and online community input – Feedback also will be sought via the Internet and hard copy comment cards provided at the meeting and in public locations (e.g., libraries)</li> </ul> </li> </ul>	Nellis/Timko/Berg	Days 110 - 135  Days 110 - 135  Days 110 - 135
	<ul style="list-style-type: none"> <li>Community input report - ROI/CRC will prepare a summary report detailing all community response</li> </ul>	Nellis/Timko/Berg	By Day 140
	<ul style="list-style-type: none"> <li>Presentation of recommended brand platform Components/creative executions the Mayor/City Council</li> </ul>	Nellis/Timko/Berg	By Day 150
<b>Brand Presentation</b>	Once the brand presentation is approved by Rockville, develop brand presentation style guide	Nellis	TBD